

Message Text

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PAGE 01 STATE 016330
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 R

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NEA/RA:DMORRISON (INFO)
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-----251919Z 040162 /65

R 251746Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY NEW DELHI
INFO AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS STATE 016330

E.O. 11652:N/A

TAGS: BEXP: IN

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM

REF: (A) STATE 292385; (B) NEW DELHI 12684;

(C) NEW DELHI 6679; (D) NEW DELHI A-325

1. FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
PRELIMINARY FY-1978 CCP INPUTS SUBMITTED PER REFEELS (B)
AND (C) AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS
DRAFT CONTRIBUTION TO THE FY-1978 PROGRAM.

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2. EXCEPT AS NOTED BELOW, THE CAMPAIGNS AND NON-CAMPAIGN
ACTIVITIES OUTLINED REF (C) APPEAR TO BE A REALISTIC
PROGRAM WHICH IS COMPATIBLE WITH CURRENT AND SHORT TERM
TRENDS TAKING PLACE WITHIN THE CONTEXT OF INDIA'S OVERALL
ECONOMIC DEVELOPMENT STRATEGY. MORE IMPORTANTLY, THE
CAMPAIGNS AND ACTIVITIES ARE FOCUSED ON INDUSTRIAL
SECTORS WHICH HAVE THE BEST POTENTIAL TO MAXIMIZE EXPORT

SALES TO INDIA AND PROVIDE EFFECTIVE SUPPORT FOR OVERALL
U.S. ECONOMIC INTERESTS.

3. DUE TO SCHEDULING PROBLEMS, PRIORITIES AND
LIMITATIONS ON OIM RESOURCES, USDOC WILL BE UNABLE
TO SUPPORT OR SPONSOR TRADE MISSIONS OR TECHNICAL
SALES SEMINARS FOR INDIA DURING FY-1978.

4. A CATALOG SHOW FEATURING METALWORKING AND
FINISHING EQUIPMENT PROPOSED FOR MARCH 1978 HAS
BEEN CANCELLED IN VIEW OF RATIONALE CONTAINED
IN REF (B).

5. IT IS SUGGESTED THAT CONSIDERATION BE GIVEN
TO HOLDING TWO CATALOG SHOWS FEATURING (A) HEALTH
CARE INDUSTRY EQUIPMENT AND (B) PRINTING AND GRAPHIC
ARTS EQUIPMENT DURING THE TIME FRAME NOVEMBER 1977
TO MARCH 1978. EMBASSY SHOULD PROPOSE DATES (AND
CITIES) WHICH PROVIDE A MINIMUM OF 6 MONTHS FROM
SUBMISSION OF MARKET RESEARCH. BELIEVE EMBASSY COULD
MAKE GOOD APPRAISAL OF MARKET POTENTIAL FOR THESE
PRODUCT CATEGORIES BASED ON PRELIMINARY ASSESSMENT
OF DATA BEING GATHERED FOR MARKET SURVEYS CURRENTLY
IN PROCESS. ALTERNATIVELY, USDOC WILL SERIOUSLY
CONSIDER ANY OF THE PRODUCT CATEGORIES MENTIONED
IN REF (D) IF EMBASSY CONSIDERS CATALOG SHOWS AN
APPROPRIATE TECHNIQUE FOR EFFECTIVE IMPACT ON THE
INDIAN MARKET.

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6. IF EXISTING OR MARKET RESEARCH IN PROGRESS INDICATES
THAT CATALOG SHOWS WOULD BE AN APPROPRIATE PROMOTIONAL
TECHNIQUE, FOR CERTAIN PRODUCT CATEGORIES, CCAG MAY WISH
TO CONSIDER THE PRODUCT CATEGORY AS A CAMPAIGN AND
SPECIFY THE EVENT IN THE CCP.
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